

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Nitya Narasimhan</td> <td>11/16/2012</td> </tr> <tr> <td>Venugopal Vasudevan</td> <td>11/13/2012</td> </tr> <tr> <td>Jehan Wickramasuriya</td> <td>11/15/2012</td> </tr> <tr> <td>Joseph F. Wodka</td> <td>11/13/2012</td> </tr> </tbody> </table>		Name	Execution Date	Nitya Narasimhan	11/16/2012	Venugopal Vasudevan	11/13/2012	Jehan Wickramasuriya	11/15/2012	Joseph F. Wodka	11/13/2012
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<table border="1"> <tr> <td>Name:</td> <td>General Instrument Corporation</td> </tr> <tr> <td>Street Address:</td> <td>101 Tournament Drive</td> </tr> <tr> <td>City:</td> <td>Horsham</td> </tr> <tr> <td>State/Country:</td> <td>PENNSYLVANIA</td> </tr> <tr> <td>Postal Code:</td> <td>19044</td> </tr> </table>		Name:	General Instrument Corporation	Street Address:	101 Tournament Drive	City:	Horsham	State/Country:	PENNSYLVANIA	Postal Code:	19044
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: 8475232350 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 847-5230176 Email: docketing.mobility@motorola.com Correspondent Name: Motorola Mobility LLC Address Line 1: 600 North US Highway 45 Address Line 4: Libertyville, ILLINOIS 60048											
ATTORNEY DOCKET NUMBER:	CS40694										
NAME OF SUBMITTER:	Nanette B. Orr										
Total Attachments: 6 source=CS40694_ASSIGNMENT#page1.tif											

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ASSIGNMENT AND AGREEMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, **NITYA NARASIMHAN, HOPEWELL JUNCTION, NEW YORK; VENUGOPAL VASUDEVAN, PALATINE, ILLINOIS; JEHAN WICKRAMASURIYA, ST.CHARLES, ILLINOIS AND JOSEPH F. WODKA, HOFFMAN ESTATES, ILLINOIS,** have sold, assigned and transferred, and do hereby sell, assign and transfer, unto **GENERAL INSTRUMENT CORPORATION**, a corporation of the State of Delaware, having its principal office in Horsham, State of Pennsylvania, United States of America, and its successors, assigns, and legal representatives, the entire right, title and interest for the United States of America in and to certain inventions entitled "**Elastic-Sync-APEX: A Mechanism for Attention-Aware Scheduling of Multi-Screen Actions**" as described , illustrated in Disclosure ID **(64899) CS40694** and as described, illustrated and claimed in the following applications:

- 1.) U.S. Application filed herewith entitled "**ATTENTION-BASED, MULTI-SCREEN ADVERTISEMENT SCHEDULING.**"

I hereby also sell, assign and transfer unto Assignee, the entire right, title and interest in and to other applications for Letters Patent on the inventions referenced in this Assignment and Agreement, and all rights, title and interest in and to all applications for Letters Patent in respect of the invention filed under any and all international conventions and treaties together with the entire right, title and interest in and to Letters Patent which may be issued upon the application(s) or any application(s) otherwise claiming priority thereto, and upon any divisions, extensions, continuations, reissues and/or re-examinations of such application(s).

I further authorize Assignee to apply for Letters Patent directly in its own name where applicable, and to claim priority of the filing date of the application for Letters Patent filed under the laws of the applicable country and under the provisions of any and all international conventions and treaties.

I hereby authorize Assignee to request the Commissioner of Patents of the United States of America to issue any Letters Patents upon the aforesaid application, divisions, extensions, continuations, reissues or re-examinations, to Assignee, for the sole use and benefit of Assignee, to the full end of the term for which Letters Patent may be granted, the same as they would have been held and enjoyed by me had this

assignment not been made, and I hereby authorize Assignee to request the equivalent authorities in foreign countries to issue the patents of their respective countries to Assignee.

I agree that, when requested, I will, without charge to Assignee, but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing, maintaining and enforcing patents for the inventions in any and all countries and for vesting title thereto in Assignee.

I covenant with Assignee that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license or other encumbrance.

Nitya Narasimhan
Nitya Narasimhan

DATE: Nov 16, 2012

STATE OF New York)
COUNTY OF DUTCHESS)ss

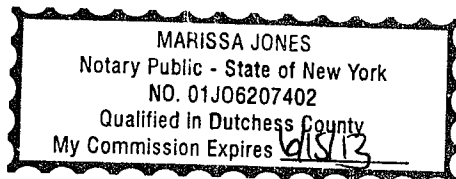
The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that Nitya Narasimhan whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the instrument as their free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this 16 day of November, 2012.

My commission expires: June 15, 2013

Marissa Jones
Notary Public Signature

Marissa Jones
Printed Name of Notary Public



V. Venugopal
Venugopal Vasudevan

DATE: 11/13/12

STATE OF Illinois)
COUNTY OF Wake)ss

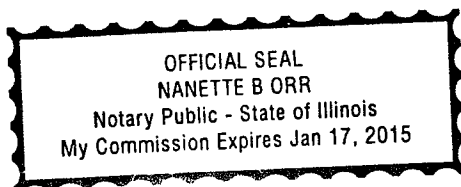
The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that Venugopal Vasudevan whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the instrument as their free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this 13th day of November, 2012.

My commission expires:

Nanette B. Orr
Notary Public Signature

Nanette B. Orr
Printed Name of Notary Public



[Signature]
Jehan Wickramasuriya

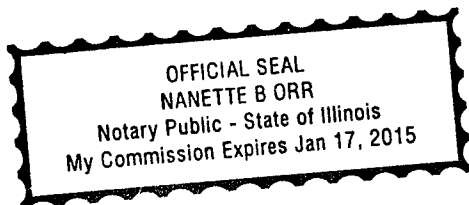
DATE: 11/15/2012

STATE OF Illinois)
COUNTY OF Lake)ss

The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that Jehan Wickramasuriya whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the instrument as their free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this 15th day of November, 2012.

My commission expires:



[Signature]
Notary Public Signature
Nanette B. Orr
Printed Name of Notary Public

Joseph F. Wodka
Joseph F. Wodka

DATE: 11-13-2012

STATE OF Illinois)
COUNTY OF Waukegan)ss

The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that Joseph F. Wodka whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the instrument as their free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this 13th day of November, 2012.

My commission expires:

Nanette B Orr
Notary Public Signature
Nanette B. Orr
Printed Name of Notary Public

